



## An update on Norton Women's Hospital and Kosair Children's Hospital - St. Matthews



Charlotte Ipsan, RNC, MSN, NNP-BC

### Ipsan named president

Following a nationwide search for a leader for Norton Women's Hospital and Kosair Children's Hospital – St. Matthews, Charlotte Ipsan, RNC, MSN, NNP-BC, former system vice president, pediatric services, Norton Healthcare/Kosair Children's Hospital, and vice president, Kosair Children's Medical Center – Brownsboro, has

been named president of the new facility.

"We conducted a nationwide search for a leader for this new model of women's care," said Stephen A. Williams, president and CEO, Norton Healthcare. "We are delighted that one of Norton Healthcare's own surfaced as the clear choice."

From the start, Ipsan has been involved this transformation. As project co-leader with Lynnie Meyer, MSN, R.N., CFRE, system vice president, women's and children's community partnerships, and chief development officer, Ipsan has been involved with all aspects of facility design and service model creation, as well as the considerable task of directing these activities while the hospital continues its daily operations.

"I've heard it compared to repairing a jet engine while the plane is in flight," Ipsan said. "The employees at Norton Suburban Hospital are just amazing. They have embraced this massive change we are facing while continuing to focus on patient care, safety and outcomes at the same time."

The conversion is expected to be completed by the second quarter of 2014. Ipsan is responsible for daily operations at Norton Suburban Hospital while the conversion is under way. She stepped in for John D. Harryman, who was appointed president of Norton Brownsboro Hospital.

### Building construction plans advance

As plans for the physical renovation of Norton Suburban Hospital evolve, there has been one constant — it is not possible, or even conceivable, to simply shut down operations while construction is under way.

"The most complex part of creating the new master facility plan has been figuring out the logistics for maintaining service to our community while we execute the plan," Ipsan said. "We're not just talking about cosmetic changes. We will be completely rebuilding new private rooms. The whole planning process for shifting units around the hospital to keep them operational during construction is like conducting a full symphony orchestra."

Ipsan credits the invaluable clinical leaders, support staff, physicians and families at the hospital for rising to this logistics challenge and making the aggressive schedule for renovation even possible.

### Norton Women's Care advertising gets real

A group of Norton Healthcare physicians, clinicians and patients recently participated in a photo shoot for two new Norton Women's Care television commercials that aired recently. If you haven't seen them yet, go to **NortonHealthcare.com/advertising**.

A new Norton Women's Care print advertising campaign will be unveiled soon as well. These ads will be appearing in your favorite publications, and look for billboards showing up around town too.

The new ad campaign reflects how the women's specialists at Norton Healthcare understand the many roles women fill and the pressures they feel. They understand what women need and want from a health care provider. Women do remarkable things every day, so we believe they deserve remarkable care.



**NORTON  
WOMEN'S**

**KOSAIR  
CHILDREN'S**



HOSPITAL

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## Spa services offered to moms-to-be

Joseph's Salon & Spa has partnered with Norton Women's Care to offer spa services. These services are available just in time for Mother's Day to patients on the mother/baby and antepartum units at Norton Suburban Hospital. Services include manicures, pedicures, massages, facials and more. Patients and family members wanting to treat an expectant mom to spa services can call **(855) 266-5567** or email **nortonwomens@josephssalon.com**. Antepartum patients also will be receiving Aveda gift sets. We are in the process of evaluating personal care kits for all patients.

## LEED certification being considered

Norton Healthcare leadership has asked the design and construction team to consider LEED certification for the Norton Women's Hospital and Kosair Children's Hospital – St. Matthews renovation project. LEED stands for "Leadership in Energy and Environmental Design." It was developed by the U.S. Green Building Council and is intended to provide building owners and operators a concise framework for identifying and implementing practical and measurable green building design, construction, operations and maintenance solutions.

LEED-certified buildings use resources more efficiently when compared with conventional buildings. LEED-certified buildings often provide healthier work and living environments, which contribute to higher productivity and improved employee health and comfort.

## Upcoming classes

The following Marshall Women's Health & Education Center classes are scheduled for May and June. Those interested in attending can register by calling **(502) 629-1234**.

### Journaling for the Soul

Come learn about the benefits of journaling, times or places to journal, and finding a journal style that suits you.

**Tuesday, May 22 • 6 to 7 p.m.**

**Marshall Women's Health & Education Center**

### Free Yourself from Arthritis Pain

Carroll Witten Jr., M.D., orthopaedic surgeon with Norton Advanced Orthopaedics, will lead a seminar and question-and-answer session about options for treating arthritis pain.

**Tuesday, May 22 • 6 to 7 p.m.**

**Norton Health & Wellness Center**

### Book Chat: Heal Your Headache

This month's physician-led book club will discuss "Heal Your Headache: The 1-2-3 Program for Taking Charge of Your Pain" by David Buchholz, M.D. Participants should review the book before the chat.

**Thursday, June 7 • 7 to 8 p.m.**

**Marshall Women's Health & Education Center**

### Maintaining Better Bones: A Guide to Osteopenia and Osteoporosis

Experts will provide comprehensive information on osteopenia and osteoporosis, including risk factors, role of lifestyle and diet, tips for prevention, screening guidelines and more.

**Thursday, June 7 • 6 to 8 p.m.**

**Marshall Women's Health & Education Center**

### Survive & Strive: Stress and Your Children

This seminar will help attendees identify the types of stress in their children's lives and understand how stress affects their bodies and their children's bodies. It also will provide techniques for parents and children to manage and/or reduce stress to improve health, communication and well-being.

**Tuesday, June 12 • 6 to 7:30 p.m.**

**Marshall Women's Health & Education Center**

### Headache School: The Weather Channel

Physicians from Norton Neuroscience Institute will discuss how heat and other environmental factors can contribute to headaches. The session will include a brief educational discussion followed by time for questions and answers.

**Thursday, June 14 • 6 to 7:30 p.m.**

**Marshall Women's Health & Education Center**

### Covering All the Bases: Treatment Options for MS

A Norton Neuroscience Institute expert will talk about advances in and treatments for managing multiple sclerosis (MS). Explore the latest research, emerging therapies and available clinical trials.

**Tuesday, June 19 • 6 to 8 p.m.**

**Marshall Women's Health & Education Center**

### Picnic in Style

A chef will cook up the perfect heart-healthy picnic, followed by an exercise demonstration.

**Thursday, June 21 • 6 to 8 p.m.**

**Marshall Women's Health & Education Center**



**NORTON  
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HOSPITAL